

## CLAIMS:

1. A system for creating a web based tour for an item of interest characterised in that it includes the steps of:
  - establishing a tour identity;
  - 5       - associating one or more reference images with the tour identity;
  - positioning one or more reference icons on one or more of said reference images, each of said reference icons being associated with a further reference image;
  - 10       - and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.
2. A system for creating a web based tour according to claim 1, characterized in that said tour identity optionally has associated therewith a tour description.
3. A system for creating a web based tour according to claim 1, characterized in that each of said reference images optionally has an associated image  
15       description.
4. A system for creating a web based tour according to claim 3, characterized in that a reference image and a respective associated image description collectively form page and wherein said tour consists of a plurality of pages collected together as a list of pages.
- 20       5. A system for creating a web based tour according to claim 4, characterized in that each page is prepared according to a template selected from a number of predetermined template styles.
6. A system for creating a web based tour according to claim 1, characterized in that said reference images are stored on one or more remote host servers.
- 25       7. A system for creating a web based tour according to claim 1, characterized in that at least one of said reference images is a map.
8. A system for creating a web based tour according to claim 1, characterized in that in that at least one of said reference images is a plan.
9. A system for creating a web based tour according to claim 1, characterized in  
30       that each of said reference icons serve to provide information regarding said further reference image associated therewith.

10. A system for creating a web based tour according to claim 4, characterized in that said item of interest is real estate.
11. A web based tour for an item of interest characterised in that it includes
- a tour identity having a respective tour description;
  - 5 - a plurality of pages forming said tour, each page consisting of one or more reference images associated with the tour each reference having an associated image description;
  - one or more reference icons positioned on one or more of said reference images, each of said reference icons being associated with a further
  - 10 reference image;
  - and wherein a position of each of said reference icons is selected to provide information relating to said further reference image.
12. A web based tour for an item of interest according to claim 11, characterised in that said item is a property and that at least one reference image is a plan
- 15 of said property and wherein reference icons positioned on said plan are associated with reference images provide an indication of a position and direction from which said reference image was obtained and wherein at least one reference image represents a map and includes thereon a reference icon that provides an indication of a position of the property on the map.

20

Dated this Monday, February 14, 2005

Proactive Tours Pty Ltd

25 By their Patent Attorneys

LESICAR PERRIN